

# ALIGND

ON PURPOSE

## SOCIAL MEDIA CONTENT

### what to post during Covid-19...

**Content that connects:** Right now, your content should be about connection. Post and share things you find sweet, funny, light or inspiring. The most important thing is that there's some nod to the situation we're all facing. The posts that feel oblivious to coronavirus feel out of place.

**Business updates:** Keep your followers apprised of the latest updates from your business in real time or as close to real time as possible. If you have new products, new hours or are temporarily closed, pin these posts to the top of your feed. This will help people access what they need to know quickly and easily.

**How you can help:** People want to help right now and they definitely want to help the businesses they love. Let people know what they can do to support your business, your staff and you. Find ways to collect tips for workers or to help cover wages being paid while your business is closed. Ask people to support your online store or to give to charities that are supporting front line workers.

**Credible resources:** Depending on your niche, it might be helpful to share government mandates or policy and health care updates. This information can be helpful to your clients or customers. Just be sure to cite your sources carefully and link to credible websites.

**Get personal with your followers:** The best way to grow your social media engagement is through authentic content. Post or repost websites, videos, memes, podcasts, classes or activities that have been helping you personally navigate these uncertain times. Show people how you're staying busy or where you're turning for a healthy perspective. Let your followers get to know you.

**Old content:** Don't underestimate the power of old content. Look through your blog posts, videos, photos or even past social posts. You might be surprised that they take on new meaning today or that you find comfort in some of your happiest or proudest moments. Repurpose them in a new light.

**Celebrate others:** Look for opportunities to celebrate the people and partners that are helping you right now. Or, look beyond your business and cheer on the champions on the front line that are going to extraordinary lengths to help others in this difficult time.